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Attendees Praise the 2023 LSCU Council Conference for its Educational Excellence and Networking Opportunities

ORLANDO, FL – The League of Southeastern Credit Unions & Affiliates (LSCU & Affiliates) just wrapped up its 2nd annual Council Conference in Orlando, Florida. Credit union professionals praised the event for its exceptional educational content and invaluable networking opportunities. The 2023 LSCU Council Conference featured industry-leading speakers, engaging breakout sessions, and important roundtable discussions about issues currently facing credit unions.

"The LSCU Council Conference provides an exceptional opportunity to connect with fellow credit union professionals in a very intimate setting and witness firsthand their strategies for growth and member satisfaction," expressed Laura King, Executive Vice President of Georgia United Credit Union in Duluth, Georgia. "The vibrant atmosphere, coupled with the expansion of the LSCU Councils, made it an exciting time to come together just before summer. I left the conference with the tools and strategies to drive my credit union forward."

The conference featured two dynamic general sessions that encompassed content every emerging and current credit union leader needs to hear about. These sessions provided invaluable insights into serving members during a recession and creating a Disney-level member experience.

One of the highlights of the event was the opening keynote session by Jose Valentin, Senior Vice President of Partnerships at Zest AI. Valentin's thought-provoking topic, "Insights to Avoid Repeating Mistakes from 2008," captivated the audience as he delved into the lessons learned from the Great Recession. Valentin stated, "We wanted to know what if credit unions could have navigated loan decisioning more sure of the risks they were taking and were able to find more members who needed support? Together, we envision a future where we're better able to serve members through smarter, more efficient, and inclusive credit decisions, good times or bad."

Adam Pickett, Founder & President of Accelergy Consulting, delivered a captivating closing keynote session on "Creating a Disney-Level Member Experience." Drawing upon his team's

combined 30+ years of Disney expertise, Pickett emphasized the importance of modeling Disney's core service values to enhance credit unions' member experience. He highlighted how Disney leverages both sales and service to create unparalleled and magical experiences for their guests. "The session discussed why sales and service are not mutually exclusive, and how credit unions can leverage both to enhance the magical experiences they provide their members," Pickett expressed.

Throughout the conference, attendees had numerous opportunities for peer networking and learning. The luncheon provided a platform for valuable connections, while the Council-specific breakout sessions delved into hot topics and facilitated engaging discussions. The networking cocktail reception was a highlight, allowing participants to unwind and build relationships in a relaxed and fun atmosphere.

The LSCU Council Conference, which was once exclusive to council members, opened its doors to everyone interested in previewing the councils. Feedback from attendees overwhelmingly praised the conference for its inspiring professional development speakers, timely sessions, and the chance to connect with industry peers. Participants left the event feeling invigorated and equipped with fresh insights to navigate the evolving credit union landscape.

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ABOUT THE LEAGUE OF SOUTHEASTERN CREDIT UNIONS & AFFILIATES

The League of Southeastern Credit Unions & Affiliates represents 301 credit unions throughout Alabama, Florida, and Georgia and has a combined total of more than \$177 billion in assets and more than 11.8 million members. LSCU provides advocacy, compliance services, education and training, cooperative initiatives, and communications. For more information, visit www.lscu.coop. Follow LSCU on [Facebook](#), [LinkedIn](#), and [Twitter](#).